Manage Junk and Adult Content Mail in Outlook

02/19/2004

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In much the same way that retailers and businesses use postal mailing lists to send potential customers catalogs and other information, an increasing number are using e-mail messages as a direct marketing tool. Some of these messages may also be of an adult nature or may contain potentially offensive advertisements and links. Here are a few ways to manage both types of e-mail.

Reduce the amount of junk e-mail you receive

The following are several ways that you can reduce the quantity of junk e-mail you receive.

Avoid replying to the sender with REMOVE in the subject line

Messages you receive may include instructions (such as to reply with REMOVE in the subject line) on how to remove yourself from future mailings from the individual or organization. Unfortunately, many senders include these instructions in order to try to confirm that they've reached a working e-mail address, not to remove you from mailings. Unless you are unsubscribing from a mail distribution list that you signed up for or you know the message sender, the best practice is to discard these messages without responding. Some messages contain a phone number to call, but many contain no information on how to stop future mailings. Often if you reply to these messages, you find that the return address or phone number is invalid or is that of someone other than the real sender.

Alter your e-mail address when posting

Organizations that sell e-mail addresses use computer programs that scan Web pages and newsgroups to harvest e-mail addresses. If you display an e-mail address on a Web page or when posting to newsgroups, alter your e-mail address in such a way as to trick search programs but not confuse users. For example, if your e-mail address is pat@nwtraders.com, change it to patNOJUNKMAIL@nwtraders.com. Most users will know to remove NOJUNKMAIL from the address before using it, but search programs will not.

Avoid giving out your primary e-mail address

Guard your state e-mail address just as you would your telephone number. Unless there is a

specific reason to give out your state e-mail address to someone other than those you know, consider using a free online ISP when filling out forms on the Internet — such as information requests, special offer sign-ups, or service requests — that might potentially lead to your address being sold or leased to other companies.

Make use of laws and consumer protection against UCE

Some states and jurisdictions now provide legislation against unsolicited commercial e-mail (UCE). A good source of information is your state's Attorney General's office or consumer protection agency. The Direct Marketing Association (DMA) also offers a free service, similar to its program for telephone and postal mailing solicitations, enabling consumers to opt out of UCE. DMA members are required to purge from their mailing lists all e-mail addresses of consumers who have requested to be removed. More information is available from the DMA at http://www.the-dma.org.

Use Outlook to manage junk and adult content e-mail

Outlook can search for commonly used phrases in e-mail messages and automatically move messages containing these phrases from your **Inbox** to either a junk e-mail folder created by Outlook, to your **Deleted Items** folder, or to any other folder you specify. You can find the list of terms that Outlook uses to filter suspected junk e-mail messages in a file called Filters.txt, located in the C:\Program Files\Microsoft Office\Office10*LocaleID* folder, where *LocaleID* is the locale identifier (LCID) for your installation of Microsoft Office. For example, the LCID for English - United States is 1033. For a list of LCIDs, see Microsoft Office Help.

You can also filter messages with a list of senders of junk and adult content e-mail. As you receive unwanted e-mail messages, you can create a list of the e-mail addresses of these senders.

When you first begin using these features or when you make modifications to them, you should review messages that are automatically removed from the **Inbox** to make sure that any wanted messages are not accidentally removed.

To automatically move junk mail from your Inbox

1.   On the standard toolbar, click **Organize**.

2.   Click **Junk E-Mail**.

3.   In the bulleted items for **Junk** and for **Adult Content** messages, in each of the first lists, click **move**. When you click **move**, the second list on each line will change from a

list of colors to a list of folder destinations.

4.   You can leave the default destination (**Junk E-Mail**), click **Deleted Items**, or click **Other folder** and choose or create one.

5.   Click **Turn On** to enable the feature.

6.   Repeat steps 3 through 5 for both the Junk and Adult Content lines.

In addition to using the built-in Outlook filters, you can create custom rules to filter out specific types of unwanted messages. Custom rules include additional words or phases that are not included in the Filters.txt file. Just as with the built-in feature, you can specify that the rules you create move messages from your **Inbox** to the junk e-mail folder, to your **Deleted Items** folder, or to any other folder you specify.

To create custom rules:

On the **Tools** menu, click **Rules Wizard**, and then follow the instructions on your screen.

To add e-mail senders to the junk e-mail list

1.   Click **Inbox**.

2.   Select a message, and then right-click it.

3.   Point to **Junk E-Mail**, and then click **Add to Junk Senders list** or **Add to Adult Content Senders list**.

To review or delete e-mail senders on your junk e-mail list

1.   On the standard toolbar, click **Organize** .

2.   Click **Junk E-Mail**.

3.   Click the underlined phrase **click here**.

4.   In the second bulleted item, click **Edit Junk Senders** or **Edit Adult Content Senders**.

You can review, add, edit, or delete entries from the list.